

# Service Area Plan

## Department of Health

### Injury and Violence Prevention (43016)

---

## Service Area Background Information

### Service Area Description

This service area implements strategies to prevent the public health toll of injury and violence across the lifespan. Products and services address childhood and elderly unintentional injury (transportation, home and recreation), suicide and self-inflicted injury, and violence (sexual assault, domestic, youth) and include:

- research and assessment,
- policy and program development,
- training of providers,
- school and community projects,
- promotion and dissemination of safety devices, and
- information dissemination.

### Service Area Alignment to Mission

This service area directly aligns with VDH's mission of promoting and protecting the health of Virginians by addressing injury which is the leading cause of death for Virginians ages 1-34.

### Service Area Statutory Authority

Code of Virginia § 32.1-2 requires VDH to assist in providing a comprehensive program of preventive, curative, restorative and environmental health services, health education, and emergency and other health hazard abatement.

Code of Virginia § 32.1-73.7 assigns the lead responsibility for youth suicide prevention to the health department.

Code of Virginia § 32.1-77 authorizes the Commissioner of Health to administer state plans for maternal and child health services and children's specialty services pursuant to Title V of the United States Social Security Act and to receive and expend federal funds for the administration thereof in accordance with applicable federal and state laws and regulations (note: this section is relevant to public health initiatives to address injury and violence which are included as Title V performance measures).

Code of Virginia § 46.2-1097 requires VDH to operate a child restraint promotion and distribution program for low income families.

42 USC Sec. 602 [Temporary Assistance to Needy Families (TANF)] requires states to conduct an education and training program for law enforcement officials, the education system, and relevant counseling services on the problem of statutory rape so that teenage pregnancy prevention programs may be expanded in scope to include men

# Service Area Plan

## Department of Health

### Injury and Violence Prevention (43016)

#### Service Area Customer Base

Customer(s)	Served	Potential
Adolescent males and females ages 13-19 receiving sexual violence prevention print materials (FY 2005)	132,000	718,322
Area Agencies on Aging (FY 2005) (received resource mailings)	3	25
Child Health Investment Partnership (CHIP) Programs (FY2005) (received resource mailings)	14	14
Churches (FY2005) (received resource mailings)	830	830
Community Service Boards (FY2005) (received training, grant funds, resource mailings)	40	40
Individuals receiving sexual violence prevention education sessions (Federal FY2005)	57,904	63,694
Individuals trained on suicide prevention (FY2002-2005)	40,000	44,000
K-12 schools receiving bike program training (FY2003-2005)	178	1,806
Licensed and Religious Exempt Day Centers and Day Homes (FY2005) (received resource mailings)	6,568	6,568
Licensed Emergency Medical Services Agencies (those with child focused Emergency Medical Services for Children programming received resource mailings)	30	817
Local Departments of Social Services (FY2005) (received resource mailings)	122	122
Local Health Departments (FY2005) (received resource mailings)	119	119
Males ages 19-29 receiving sexual violence prevention print materials (FY2005)	15,000	633,599
Maternity Hospitals (received video resource mailings)	61	61
Medicaid Eligible Children Under Age 4 that received child restraint devices and education (FY2005)	10,000	121,217
Men 18-29 exposed to statutory rape billboard campaign (customers served is based on gross impressions; potential customers is statewide listener gross impressions estimate for 18+, FY2005)	19,500,000	64,400,000
NHTSA child safety seat technicians trained (FY2005)	80	80
Parents of adolescents receiving sexual violence prevention print materials (FY2005)	15,000	2,057,828
Parents, teens, teachers receiving suicide prevention print materials (FY2004)	125,000	3,094,742
Pediatricians, Family Practitioners (FY2005 mailing list) (received resource mailings)	3,404	3,500
Professionals trained on sexual violence prevention (Federal FY2005)	3,806	4,186
Professionals trained on statutory rape (FY2005)	400	400
Public and Private Elementary, Middle, High Schools (students and staff receiving educational resources, training) (FY2005)	2,262	2,336
Public receiving childhood injury prevention radio PSAs (customers served is based on gross impressions; potential customers is Richmond area listener population, FY2005)	1,964,200	453,056
Public receiving general educational materials ( e.g. brochures, posters ) from Injury prevention resource center (FY2005)	1,000,000	5,381,877
Public receiving sexual violence prevention radio PSAs (customers served is based on gross impressions (average number of listeners for the schedule multiplied by the number of spots); potential customers is Richmond area listener population, FY2005)	247,000	453,036

# Service Area Plan

## Department of Health

### Injury and Violence Prevention (43016)

---

Customer(s)	Served	Potential
Public receiving youth suicide prevention radio PSAs (customers served: is based on gross impressions 18-24; potential customers is statewide listener gross impressions estimate for 18+, FY2005)	21,000,000	64,400,000
Recipients of bicycle helmets (FY2005)	4,500	1,004,869
Recipients of smoke detectors (FY2005)	10,800	347,331
Special needs child restraint installation trainees (FY2004)	147	330
State and Local Domestic and Sexual Violence Agencies (FY2005) (received training, grant funds, resource mailings)	61	61
State and Local Police, Sheriffs' Offices and Training Academies (FY2005) (received resource mailings)	417	417
Virginia news media outlets receiving statewide press releases	438	438
Virginia SAFE KIDS Coalitions (FY2005) (received resource mailings)	13	13

#### Anticipated Changes In Service Area Customer Base

As there is greater recognition of mental health needs across the lifespan by school, medical and community service providers, it is anticipated that there will be greater demand for suicide and violence prevention services among these customers. As Virginia's population ages, it is also anticipated that the demand for injury and violence prevention services targeted towards elderly populations will increase.

# Service Area Plan

## Department of Health

### *Injury and Violence Prevention (43016)*

---

#### **Service Area Products and Services**

- Research and assessment:  
Analyzes death and hospital discharge data to provide an accurate picture of the scope, demographic distribution and cost of injuries in Virginia. It also coordinates surveys on risk and protective behaviors and evaluates the programmatic impact of prevention efforts.
- Policy and program development:  
Provides data, information, consultation and training to support injury, suicide and violence prevention policy and program development at the state and local level.
- Training of providers:  
Provides training on injury prevention, youth violence, suicide, sexual violence and domestic violence to the diverse groups of health, education, law enforcement and social service providers that reach children, adolescents, women, men and the elderly.
- School and community projects:  
Collaborates with the Department of Education and other organizations to provide educators with information, training, project ideas, curricula and other resources to provide safe school environments, develop safety skills among Virginia's youth and to get youth involved in community injury prevention. This service area offers grant funding and technical assistance to support numerous community-based unintentional, suicide and violence prevention projects.
- Promotion and dissemination of safety devices:  
Provides a wide variety of safety devices (e.g. child safety seats, bicycle helmets, smoke and carbon monoxide detectors, gun safety locks, non-slip bath mats, nightlights) to high risk groups through a diverse group of school and community providers.
- Information dissemination:  
Operates a statewide resource center and toll free line that provides a wide range of injury and violence prevention educational materials for the public and providers; a website ([www.vahealth.org/civp](http://www.vahealth.org/civp)) that highlights information about national, state and local injury prevention programs, funding opportunities, available trainings, data, injury prevention news, and resources to the variety of public and private providers involved in injury, suicide and violence prevention in Virginia; electronic list servers to professional groups; public and provider awareness campaigns; and statewide information resource dissemination to and through medical, school and community provider groups .

# Service Area Plan

## Department of Health

### Injury and Violence Prevention (43016)

---

#### Factors Impacting Service Area Products and Services

The products and services offered by this service area expand with additional state or federal funding and are reduced when grant funding ends or is decreased. Because this service area is predominantly federally funded, emerging national injury and violence priorities generally drive categorical federal funding opportunities and, therefore, determine the services that are funded and able to be provided. The lack of available manpower expertise at the state and local level also limits the technical services that can be provided. As new strategies and resources for injury and violence prevention become available at the national level, this service area shifts focus to adopt the strategies deemed to have the widest impact or application in Virginia.

#### Anticipated Changes To Service Area Products and Services

This service area's products and services fluctuate based on available state or federal funding and shifts in the public health priorities that drive funding. With greater awareness of population based mental health needs, it is anticipated that violence and suicide prevention will continue to receive increasing attention, and funding opportunities and services offered in this area may increase. Local project funding, and therefore the scope of school and community projects, may decrease in areas funded by federal block grants if those federal funds decrease; however, this service area anticipates being able to continue to provide training and technical assistance to local providers.

#### Service Area Financial Summary

The majority of funding for this service area comes from federal grants, including those from:

- Substance Abuse and Mental Health Services Administration (categorical funding)
- Centers for Disease Control (categorical funding)
- Federal Highway Safety (categorical funding)
- Preventive Health and Human Services block grant
- Maternal and Child Health block grant

	<u>Fiscal Year 2007</u>		<u>Fiscal Year 2008</u>	
	General Fund	Nongeneral Fund	General Fund	Nongeneral Fund
<b>Base Budget</b>	\$102,160	\$4,071,278	\$102,160	\$4,071,278
<b>Changes To Base</b>	\$0	\$531,779	\$0	\$531,779
<b>SERVICE AREA TOTAL</b>	<b>\$102,160</b>	<b>\$4,603,057</b>	<b>\$102,160</b>	<b>\$4,603,057</b>

# Service Area Plan

## Department of Health

### Injury and Violence Prevention (43016)

---

## Service Area Objectives, Measures, and Strategies

### Objective 43016.01

#### ***Prevent injuries and injury deaths in Virginia***

Injury is the leading cause of death of Virginians 1-34. Injuries include physical and psychological trauma that results from unintentional, self-inflicted and violent acts. Programs and policies that increase safe behaviors, eliminate unsafe products, enhance social and physical environments, and assure adoption of protective devices or technology can reduce or eliminate injury risk and severity. To reduce the impact of injury and violence, the VDH Center for Injury and Violence Prevention analyzes Virginia's injury data, develops and promotes prevention programs and policies, and provides training and community education. This service area also promotes and disseminates safety devices to at-risk populations, conducts public information campaigns and funds local prevention projects. To achieve this objective, this service area works collaboratively with schools and daycares, health, social service and mental health providers, law enforcement, fire and EMS providers, and a variety of other community groups across the Commonwealth.

#### **This Objective Supports the Following Agency Goals:**

- Promote systems, policies and practices that facilitate improved health for all Virginians.  
( This objective is also aligned with Virginia's long term objective to inspire and support Virginians towards healthy lives and strong and resilient families.)

#### **This Objective Has The Following Measure(s):**

- **Measure 43016.01.01**

##### ***Childhood (0-19 years) unintentional injury death rate.***

**Measure Type:** Outcome      **Measure Frequency:** Annually

**Measure Baseline:** 11.82 injury deaths per 100,000 population (2003).

**Measure Target:** 11.23 (5% reduction) by end of FY07.

**Measure Source and Calculation:**

This measure is calculated using death data from the Virginia Center for Health Statistics and population data from the latest Virginia Census.

- **Measure 43016.01.02**

##### ***Availability of low income child restraint distribution and education program***

**Measure Type:** Output      **Measure Frequency:** Annually

**Measure Baseline:** 130 distribution sites with at least one in each health district (FY05).

**Measure Target:** Maintain 130 sites with at least one in every health district during FY07.

**Measure Source and Calculation:**

This measure is calculated using information on existing health districts and tracking the number and location of child restraint distribution sites.

# Service Area Plan

## Department of Health

### Injury and Violence Prevention (43016)

---

- **Measure 43016.01.03**

***Low income homes receiving smoke detector installation and education services***

**Measure Type:** Output

**Measure Frequency:** Annually

**Measure Baseline:** 6825 CDC grant funded smoke alarms installed and education provided in low income homes during federal FY05 (with residents who are either five years of age and/or 65 years of age or older) as part of the Get Alarmed! Virginia Program.

**Measure Target:** At least 6000 accompanied by fire safety education during FY07.

**Measure Source and Calculation:**

This measure is calculated by tracking the number and location of each installed smoke alarm and home-based education provided through the Get Alarmed! Virginia Program

- **Measure 43016.01.04**

***Youth Suicide Rate***

**Measure Type:** Outcome

**Measure Frequency:** Annually

**Measure Baseline:** 6.41 suicides per 100,000 youth ages 10-24 (2003).

**Measure Target:** Maintain 6.41 during FY07.

**Measure Source and Calculation:**

This measure is calculated using death data from the Virginia Center for Health Statistics and population data from the latest Virginia Census.

**Objective 43016.01 Has the Following Strategies:**

- **Injury Data Analysis and Reporting**  
Injury death, hospital discharge, and behavioral data will continue to be analyzed, reported and made available for program planning and evaluation.
- **Injury Prevention Resource Center and Website**  
Injury and violence prevention fact and tip cards, and other education and training materials will continue to be provided. The website ( [www.vahealth.org/civp](http://www.vahealth.org/civp) ) will continue to provide information about injury and violence prevention programs, funding opportunities, trainings, data and research, injury prevention news, and resources to injury and violence prevention practitioners in VA.
- **Child Passenger Safety**  
The Buckle Up Virginia! program will continue to coordinate a statewide low income child safety seat distribution and education program; regional training of nationally certified child passenger safety technician; specialized trainings on the safe transportation of children with special needs, children on school buses and those transported by daycare provider; public information campaigns, including Child Passenger Safety Week, to reach various target audiences throughout the year. This program is a partnership between the Virginia Departments of Health and Motor Vehicles funded through federal grants and state traffic fines revenue.

# Service Area Plan

## Department of Health

### *Injury and Violence Prevention (43016)*

---

- **Bike Safety and Bicycle Helmet Promotion**  
The Bike Smart Virginia! will continue: to educate communities about bicycle safety and the protection afforded by bicycle helmets; to make safety devices, such as bicycle helmets, readily available to those most at-risk; to provide technical assistance and resources to schools interested in integrating a unit of on-the bike instruction (including: helmet safety, crash avoidance, bike handling skills, rules of the road etc.) as part of the school's Health and P.E. curriculum. This program is a federally funded partnership among the Virginia Departments of Health, Motor Vehicles, and Education
- **Smoke Detector and Fire Safety Promotion**  
The Get Alarmed, Virginia! Program will continue to partner with local groups to identify at-risk homes with children younger than five or elderly (65 years and older) to install smoke detectors, and deliver public fire and life safety education. The program is a federally funded partnership between the Virginia Departments of Health and Fire Programs.
- **Elderly Safety Program**  
The Home Safe Home, VA! program will continue to work with local groups to provide older adults with education, home safety assessments and installation of safety devices such as smoke alarms, bath mats and grab bars to the extent that funding is available. This program is a federally funded partnership among the Virginia Departments of Health, Fire Programs, and Aging.
- **Community Injury Prevention**  
Technical assistance, training, information and resources will continue to be provided to community based injury prevention providers to the extent that funding is available.
- **School Based Injury Prevention**  
Collaboration will continue with the Department of Education to provide information, training, project ideas, curricula and other resources to Virginia's elementary and secondary schools to promote their efforts to provide safe school environments, develop safety skills among Virginia's youth, get youth involved in community prevention activities and meet national injury and violence prevention guidelines (i.e. the Centers for Disease Control School Health Guidelines for Unintentional Injury and Violence Prevention and School Health Index and the American Academy of Pediatrics' School Health, Mental Health and Safety Guidelines).
- **Medical Outreach for Prevention**  
Training and resources will continue to be provided to Virginia health providers to assist them to assess, counsel, document and refer patients who are involved in violence or at risk for injury.
- **Sexual and Domestic Violence Prevention**  
The VDH Sexual Violence Prevention Program will continue to coordinate: statewide or regional trainings in sexual violence prevention; the Virginia Campus Coalition Against Sexual Assault annual conference for college personnel and students; a Virginia Teen Dating Violence Prevention Alliance conference and other activities to prevent dating violence among middle and high school age youth; workshops on men's role in sexual violence prevention; a speakers' bureau to present Men Can Stop Rape presentations in local communities; contracts with local sexual assault centers to provide workshops to human service providers on recognizing sexual coercion and exploitation; a public awareness campaign targeting males; a statewide child sexual abuse awareness and information campaign; and contracts with communities in Virginia to participate in White Ribbon Campaigns. This program is a federally funded partnership among the Virginia Departments of Health, Criminal Justice Services, Social Services and the Virginia Sexual and Domestic Violence Action Alliance.



# **Service Area Plan**

## ***Department of Health***

### ***Injury and Violence Prevention (43016)***

---

- **Suicide Prevention**

The VDH Youth Suicide Prevention Program will continue to provide public awareness activities, educational materials, training to school personnel, human service providers, faith communities and others about suicide as a public health issue, identification of youth at-risk of suicide, counseling and referral. This is a state and federally funded partnership between the Virginia Departments of Health, Education, Mental Health, Mental Retardation and Substance Abuse Services and numerous other state agencies.

- **Youth Violence Prevention**

A campaign will continue to educate youth providers about the public health impact of bullying and provide resources to support school and community based bullying prevention activities to the extent that resources are available. A federally funded planning initiative around violence perpetrated by and toward children and adolescents will produce a state report card, strategic plan and recommendations for child and adolescent violence prevention in Virginia and move forward with implementation activities if funded.